

The Influence of Digital Advertising, Online Reviews, and Influencer Endorsements on Generation Z's Purchasing Decisions for Skintific Products on TikTok

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ABSTRACT

This study aims to determine and analyze the influence of digital advertising features, online reviews, and influencer endorsements on purchasing decisions for Skintific products among Generation Z TikTok users in Bandung District. The population in this study was Generation Z in Bandung District who had purchased Skintific products, with a purposive sampling technique. Data were collected via Google Forms and analyzed using multiple linear regression, normality, multicollinearity, and heteroscedasticity tests, and F and t tests. The analysis tool in this study was SPSS Windows version. 27. The results indicate that digital advertising variables have a positive and significant effect on purchasing decisions. Online reviews were also found to have a positive and significant effect on purchasing decisions. However, influencer endorsement variables did not show a positive and significant effect on Generation Z purchasing decisions for Skintific products in Bandung District. These findings indicate that Generation Z consumers in Bandung District trust direct advertising content and user testimonials more than promotions from public figures.

Keywords: Digital Advertising, Online Reviews, Influencer Endorsements, Purchase Decisions, Generation Z.

I. Introduction

The development of skincare in Indonesia is currently very rapid; this rapid growth has led to increased competition between products. International beauty brands see Indonesia as an increasingly attractive market due to its rapid growth. The main drivers are increasing consumer awareness of premium beauty products and greater purchasing power (Manurung & Sisilia, 2024). One of the beauty products currently in demand is Skintific. Skintific is a brand originating from Canada. Kristen Tveit and Ann-Kristin Stokke founded Skintific in 1957, an abbreviation of the words "skin" and "scientifi." Skintific is one of the best-selling beauty brands in Indonesia. According to [Compas.co.id](https://www.compas.co.id) (2024), Skintific, as a global beauty brand,

successfully ranked first in beauty package sales in Indonesia throughout the first quarter of 2024, achieving sales of more than IDR 70 billion. Skintific is a newcomer to the cosmetics industry in Indonesia, but it has already established itself as a top beauty brand sought after by today's consumers. This is what drew the authors to choose the Skintific brand as the object of this study. Skintific uses the slogan "We Repair Your Skin Barrier" as part of its marketing strategy to attract women who desire soft, smooth skin (Daraja, 2025).

Internet users in Indonesia were reported to have reached 221.5 million in early 2024. One of the social media platforms widely used by Indonesians is TikTok (Komite.id, 2024). TikTok has an innovative strategy that combines creative content with e-commerce features (TikTok Shop). On TikTok, users can watch videos or live broadcasts that promote products and make purchases directly in the app without leaving. This provides a seamless, engaging, and interactive shopping experience for consumers. (Geotimes.id, 2025). Generation Z, also known as Gen Z, was born between 1997 and 2012. Generation Z grew up in the digital era and has unlimited access to information. Gen Z's lives are entirely connected to technology, making social media and the internet integral to their daily lives. Generation Z in Indonesia is the largest demographic group today. According to the McKinsey Health Institute, Generation Z is the most dominant media consumer of this century, generating significant interest in topics surrounding this generation. (A'yun, 2025).

The fact that Gen Z is more familiar with digital technology and relies more on it to meet their product and service needs further emphasizes that Gen Z is inextricably linked to the influence of digital marketing in determining purchasing decisions. Gen Z tends to purchase fashion and beauty products on e-commerce platforms due to the greater variety of attractive offers. Skintific's influencer marketing efforts have boosted the brand's popularity, in turn increasing consumer confidence when making purchases. (Manurung & Sisilia, 2024). Skintific utilizes endorsements from numerous influencers, including Tasya Farasya, who has a strong reputation in the beauty industry and boasts 4.2 million followers on TikTok, 7.1 million on Instagram, and 4.26 million subscribers on YouTube. Bandungan District was the location of the research on Skintific product purchasing decisions. According to the Central Statistics Agency of Semarang Regency, the population of Bandungan District in 2024 was 1,080,648. This study chose Bandungan District because it is relevant to the research, namely, having unique characteristics as a center of local tourism and trade. Bandungan District is known as a leading tourism area in Semarang Regency, but it is not close to the city center, namely Semarang City. Because of this, it is interesting to study whether, if an area is located far from the city center, its residents will rely on online shopping. In addition, high economic activity in the tourism and trade sectors makes digitalization increasingly relevant to research in this region.

There has been little research on how digital advertising, online reviews, and influencer endorsements affect Skintific product purchase decisions, especially among Generation Z TikTok users in Bandungan District. As consumers are primarily connected to technology, Generation Z in Bandungan District tends to seek product information online before making a purchase. Understanding how and to what extent digital advertising, online reviews, and endorsements play a role is crucial. The impact of TikTok influencers on Generation Z's purchasing decisions for Skintific products in Bandungan District is an exciting topic to discuss. Digital advertising has a significant impact on product purchasing decisions. (Rafli & Maulana Uday, 2024). Digital media advertising does not have a positive and significant effect on purchasing decisions. (Suali, 2024). In other words, online reviews have a positive and significant effect on purchasing decisions. (Pratiwi, 2023). Online customer review variables have a negative and insignificant effect on purchasing decisions (Ghoni & Soliha, 2022). Influencer marketing significantly affects the speed of purchasing decisions. (Febriantari et al., 2023). Influencers are not a significant factor in purchasing decisions. (Raihan et al., 2022).

II. Literature Review and Hypothesis Development

2.1. TikTok

TikTok is an application from China. TikTok was introduced in September 2016. This application initially served as an entertainment platform for creating various videos using other TikTok applications. The TikTok

application is specifically designed to produce and distribute video content among TikTok members. TikTok is one of the social media platforms currently widely used in Indonesia. The growing number of TikTok users has made a significant difference, from short entertainment videos to its expansion into e-commerce (Satiawan et al., 2023).

2.2. Buying Decision

Purchasing decisions are the process by which individuals consider various options and select a product from among the available choices. This process includes problem identification, information search, alternative evaluation, and product selection. (Pratiwi, 2023) . In the study (Suryadi et al., 2024) The indicators used were:

- a. Information quality: Clear, accurate, and relevant information increases consumer confidence in product choices. High-quality information reduces decision risk and expedites the product evaluation process. Examples include comprehensive product descriptions and user reviews.
- b. Consumer perception: Consumer perceptions are based on experience, brand image, and marketing communications. Product evaluations depend on how the brand constructs its image, leading to conclusions about whether the product is "high quality" or "low value."
- c. Information planning: This stage demonstrates the consumer's seriousness in making a decision. Consumers typically plan before purchasing. They will search for information, compare prices, read *reviews*, or ask others for recommendations.
- d. Buying confidence: After researching and considering various alternatives, consumers feel confident in their choice. Consumer confidence is influenced by brand trust, quality assurance, and previous experience.
- e. Decided to buy: Once consumers have received information about a product or service, they make a purchase decision. This includes selecting the brand, quantity, and timing of the purchase.
- f. Make a repurchase: When consumers are satisfied with a product they purchase, they are more likely to make repeat purchases. Repeat purchases are an indicator of loyalty, demonstrating a brand's long-term success.
- g. Purchase satisfaction: Consumers will evaluate the product after using it. If the product meets expectations, satisfaction increases, opening the door to repeat purchases. If satisfaction increases, consumers are more likely to recommend the product to others.
- h. Provide recommendations: Satisfied consumers will often recommend a product to others. Recommendations can be cross-segment or cross-channel, for example, from personal experience to social media, thus expanding the brand's reach.

Another opinion regarding purchasing decision indicators is that, according to (Raihan et al., 2022) as follows:

- a. Choosing the time: Consumers will determine when to make purchases. Timing can be influenced by seasonal factors (e.g., buying Eid clothes), urgent needs, or promotional strategies (double-date discounts).
- b. Choosing a brand: Consumers will decide which brand of product to purchase. They will consider various brands by researching them. Considerations typically relate to quality, reputation, brand image, previous experiences, or recommendations from others.
- c. Selecting a distributor: Consumers will determine the distribution channel or location where to purchase a product. This can be a physical store, a supermarket, an agent, or an *online marketplace*. Factors influencing this choice include trust, ease of access, service, and price.

- d. Purchase execution: After selecting and considering various factors, the transaction execution stage occurs after a decision has been made. The consumer is confident in making a purchase. They will actually go to the store, press the "buy" button on an e-commerce site, or place an order.
- e. Number of purchases: Determine the quantity of products purchased. This can be done individually or in bulk. Quantity is influenced by demand, purchasing power, and pricing strategy. Available discounts also influence purchase amounts.
- f. Payment procedures: Consumers will choose the appropriate payment method. For example, cash, bank transfer, credit card, installment plan, or e-wallet. Considerations influencing the choice of payment method include convenience, security, cashback promotions, and availability of facilities.

Another opinion, according to Maryati & Khoiri (2022), in research (Suali, 2024) states the following purchasing decision indicators:

- a. Product sustainability: Consumers will assess whether a product has durable quality, consistent benefits, and long-term relevance. Sustainable products are generally more trusted because they do not spoil quickly, remain in demand, and can generate repeat purchases. Quality products are more readily chosen because they are perceived as "worth it" in the long term.
- b. Shopping habits: Consumers' routine purchasing patterns, such as shopping times, favorite places, and shopping methods, significantly influence decisions because consumers tend to be comfortable with established routines. For example, young people today increasingly shop through marketplaces.
- c. Advice from others: Recommendations from friends, family, or even *influencers* are crucial. Consumers often rely on others' experiences as social proof. Positive reviews can boost confidence, while negative reviews can make consumers skeptical.
- d. Repurchase: Repeat purchase is a measure of consumer loyalty. If a product provides satisfaction, consumers are more likely to make repeat purchases. Factors that encourage repeat purchases include consumer quality, reasonable pricing, good service, and special promotions.

In addition, according to Pektas & Hasan (2020), in research (Purwanto et al., 2022) The purchasing decision indicators are as follows:

- a. The emergence of a desire to buy a product: This indicator represents the initial stage when consumers feel a need or urge to own a product. This desire can arise from a real need, the influence of advertising, trends, or simply the desire to try something new.
- b. There are plans to purchase the product: When a desire to purchase a product arises, consumers then begin to formulate a plan for making the purchase. This plan indicates that the desire has evolved into a more concrete step, such as determining when and where to buy or setting a budget.
- c. There is an effort to find information: Before making a purchase, consumers will seek information about a product. This information can be found online, in brochures, in reviews, or by asking others. The information obtained can include price, brand, quality, and benefits, which can be used for comparison.
- d. There is an effort to invite other people to buy the product: Consumers not only consider buying for themselves, but also encourage others to buy. This occurs due to product satisfaction, group promotions (e.g., buying more for a lower price), or social influence, where consumers want to share positive experiences with a product.

2.3. Digital Advertising

Advertising is a means of introducing products or services to the public by providing information about them. The goal is to disseminate this information widely to attract consumers to make purchases. Advertising media can include radio, television, newspapers, magazines, billboards, banners, posters, and the

internet. According to Kelly Lyons on the Semrush page, digital advertising is the promotion or marketing of products or services through digital/internet platforms. This advertising includes various media and formats, namely banner ads, video ads, social media ads, search engine ads (such as Google Ads), email marketing, and more (bliss.id). Digital advertising is marketing carried out by a company or brand to promote its products or services using digital media, such as the internet, to reach consumers or potential consumers quickly and more widely (Suali, 2024). Digital advertising is the promotion of products and services through digital distribution channels such as smartphones, computers, and other devices. others (Abdikaryasakti et al., 2022)

According to (Rafli & Maulana Uday, 2024) Digital advertising indicators based on its dimensions are as follows:

- a. Visual: An important element of an advertisement's presentation, compelling visuals can enhance its appeal. Visuals refer to the overall appearance of an advertisement, including images, colors, typography, and graphic elements. Strong visuals can capture an audience's attention within seconds.
- b. Design: Design demonstrates how visual elements are harmoniously arranged. Good design can strike a balance between aesthetics and ease of understanding the advertising message. Good design ensures that the advertisement is easy to understand, pleasing to the eye, and conveys its message clearly.
- c. Advertising creativity: The uniqueness and innovation used in advertising. Advertising creativity refers to the degree of novelty, uniqueness, and originality in an advertisement. Creativity differentiates an advertisement from competitors and makes it more memorable for consumers.
- d. Consumer interest: The extent to which an advertisement captures the audience's attention and interest in the advertised product. This indicator measures the extent to which an advertisement can generate consumer curiosity about the product. This interest typically stems from the message's relevance, delivery style, or benefits.
- e. Consumer needs: The extent to which an advertisement aligns with the audience's needs and preferences. This indicator emphasizes whether the advertisement truly addresses the consumer's needs or concerns. Advertisements that align with needs are more easily accepted and encourage purchases.
- f. Like the ad: This indicator reflects consumer response to advertising. Engaging and informative ads are more likely to elicit positive audience responses, such as "likes" or other interactions. When an ad is liked, consumers tend to be more positive about the brand and more open to purchasing the product.
- g. Comment: Audience responses or opinions about advertisements, including comments, can encourage further discussion and interaction with the audience. Commenting demonstrates active consumer interaction with the advertisement, such as leaving a comment on social media. This engagement indicator can expand the advertisement's reach.
- h. Share ads: The extent to which the audience feels compelled to share the ad with others. This indicator means that consumers not only view the ad but also share it with others across various social media platforms. This indicator indicates the level of engagement and effectiveness of the ad.

Another opinion regarding digital advertising indicators, according to Wibisono (2006), in research (Putri & Mulyanto, 2023), states the indicators as follows:

- a. Informative: Digital advertising conveys relevant facts, data, or knowledge about a product or service. This indicator measures the extent to which an advertisement provides clear, comprehensive, and helpful information to its audience. Informative advertising typically explains a product's advantages, how to use it, its price, and its benefits, so consumers feel more informed before purchasing.

- b. Interest: This indicator measures the extent to which an advertisement captures the audience's attention and interest. Interest stems from compelling visuals, relevant messaging, and a delivery style that resonates with the target audience. The higher the level of interest, the greater the likelihood that consumers will proceed to the purchasing stage.
- c. Communicative: A communicative advertisement conveys a message clearly, is easily understood, and speaks the target audience's language. Communicative advertising means the advertisement is concise, uses easy-to-understand language, and builds an emotional or rational connection with consumers.
- d. Persuasive nature: How strongly an advertisement motivates the audience to take action, such as buying or sharing it. Advertisements aim to persuade consumers to buy a product. Persuasion usually comes from testimonials, compelling arguments, or special offers that address consumer needs.

2.4. Online Reviews

Consumers' knowledge about a product or service comes, in part, from other people, such as relatives and friends, and from social media, including online reviews from previous users. Online reviews are a simple way to find product information, expert reviews, and recommendations from online consumers. (Pratiwi, 2023) . Quoted from research (Suryadi et al., 2024) , the Online review measurement indicators are as follows:

- a. Beneficial: Describes the extent to which a review provides value or benefits to readers in understanding the product. Reviews are considered valuable because they help consumers understand a product's advantages and disadvantages.
- b. Increase effectiveness: It demonstrates that reviews speed up or simplify the decision-making process. Reviews make decision-making quicker and more accurate, eliminating the need for consumer trial-and-error.
- c. Useful: Similar to "useful," but with a greater emphasis on the relevance and applicability of the information. Reviews provide practical information that consumers can immediately use to assess whether the product meets their needs.
- d. Interesting: Refers to the emotional or visual appeal of review content. Reviews are presented in a way that engages consumers. Examples of engaging elements include a pleasant style, detailed experiences, or relatable stories.
- e. Feeling happy: Describes a positive emotional response after reading a review. Reading reviews provides a positive experience, entertainment, or emotional satisfaction, not just information.
- f. Feel comfortable: It shows that reviews create a sense of comfort and peace of mind during the purchasing process. Reviews help consumers feel more at ease and confident in their decision-making by drawing on others' experiences.
- g. Important information: Emphasize that reviews convey the crucial things consumers need. Reviews provide relevant and crucial details, such as product quality, price, durability, or service.
- h. Control yourself: It is usually related to psychological aspects, such as consumers' ability to make rational decisions. Reviews help consumers refrain from impulsive decisions and give them time to think more rationally before purchasing.
- i. Required information: The alignment between review content and consumer information needs. Reviews provide answers to specific consumer questions. These questions typically concern the product's size, ingredients, taste, or how to use it.

Another opinion that is put forward regarding online review indicators, namely, according to Riyanjaya & Andarini (2022), in research (Zakiyah, 2025) , states that the following are online review indicators :

- a. Source credibility: Refers to how trustworthy a reviewer or platform is. Reviews from credible sources carry more weight than anonymous or unknown reviews. Credible sources include real consumers, experts, or official websites.
- b. Quality of argument: Describe the strength and clarity of the reasons given in the review. Reviews with logical, detailed, and relevant arguments are more convincing than those containing only brief opinions without explanation.
- c. Benefits felt: Describes the extent to which consumers feel they gain value or benefit from reading reviews. The extent to which consumers feel reviews provide practical value in helping them make decisions. Reviews that describe real-life experiences, offer usage tips, or compare products are typically more useful.
- d. Combined review: Refers to reviews that combine multiple perspectives or experiences, both positive and negative. A collection of reviews from various consumers combined provides a more comprehensive picture of the product. Aggregated reviews help potential buyers see general patterns, such as whether the majority are satisfied.
- e. Number of reviews: Shows the total number of reviews available for a product. The more reviews, the higher the level of trust, as it is assumed that many people have used the product. However, the number of reviews should be considered alongside their quality, not just the number alone, to avoid misleading reviews.

In addition to the two opinions regarding online review indicators, according to Zhao et al. (2015), in the study (Irawati et al., 2022) There are six indicators, namely:

- a. Utility: Consumers find reviews useful. Reviews are considered valid if they provide relevant, clear information and help consumers make purchasing decisions.
- b. Reviewer expertise: This indicator indicates the reviewer's level of knowledge or experience with the product. Reviews from experts or experienced individuals are generally more credible because they are considered more objective and competent.
- c. Punctuality: This indicator indicates whether a review was written at the right time. For example, recent reviews are more relevant than older ones. Timeliness is important because products, services, or trends can change.
- d. Amount: The number of reviews refers to the quantity of reviews available. The more reviews, the higher the level of consumer trust, as it is assumed that many people have used the product. However, the number of reviews should be considered alongside their quality, not solely the number, to avoid misleading consumers.
- e. Valence: This indicator indicates the direction or tone of reviews, whether positive, negative, or neutral. Valence helps consumers assess a product's overall perception; for example, a predominance of positive reviews increases trust.
- f. Completeness: An indicator that describes the extent to which a review covers important aspects of a product, such as quality, price, durability, service, and user experience. A comprehensive review is more convincing because it provides a comprehensive overview.

2.5. Influencer Endorsement

An influencer is someone with a considerable following and significant influence on social media. This form of advertising, in which other parties support and promote a product or service, is called endorsement. Businesses select influencers based on their follower count, their ability to promote products, and their ability to serve as spokespersons who can build the brand's image in consumers' minds. (Puspita & Handayani, 2024) . An influencer endorser is someone who creates online content, gains online fame, and can

influence and interact with a large number of platform users. who then become followers (Purwanto et al., 2022).

- a. Famous (many fans): Influencers with large followings have a broad reach, allowing their recommendations to reach a larger audience. Popularity allows an influencer's message to spread more quickly and be more believable because many people are already familiar with the influencer.
- b. Expertise: Relating to in-depth knowledge or experience in a specific field. Influencers with relevant expertise are more trusted because they are considered competent in evaluating products. For example, a beauty vlogger might promote beauty products, or a food vlogger might promote food.
- c. Trustworthiness: an audience places in an influencer. The extent to which the audience believes the influencer is honest, consistent, and does not exaggerate in conveying a message. Trustworthy influencers are typically transparent, non-deceptive, and maintain integrity in their endorsements.
- d. Respect (respect): Influencers with a good reputation and respected by their audience will be more effective in influencing decisions. Respect can arise from the influencer's reputation, professionalism, or positive contributions.
- e. Similarity: The degree of personality similarity desired by product users. The extent to which the audience feels they share similarities with the influencer, whether in terms of lifestyle, values, or experiences.

2.6. Research Framework

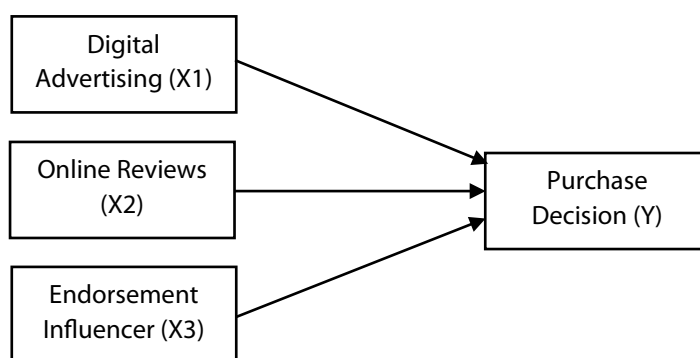


Figure 1. Research Framework

2.7. Hypothesis

- H1: Digital advertising has a positive, significant influence on the purchasing decisions of Generation Z in Bandungan District regarding Skintific products.
- H2: Online reviews have a positive, significant influence on the purchasing decisions of Generation Z in the TikTok generation regarding Skintific products in Bandungan District.
- H3: Influencer endorsements have a positive, significant influence on the purchasing decisions of Generation Z in the TikTok era regarding Skintific products in Bandungan District.

III. Research Method

This study employs a quantitative, descriptive approach to provide a systematic, factual, and accurate representation of the phenomena under investigation, while also examining relationships among variables through hypothesis testing. The research focuses on four main variables, namely Digital Advertising (X1), Online Reviews (X2), Influencer Endorsements (X3), and Purchase Decision (Y), each operationalized through specific indicators such as visual appeal, design, creativity, and persuasiveness for digital advertising;

argument quality, completeness, credibility, and perceived benefits for online reviews; as well as expertise, trustworthiness, and similarity for influencer endorsements; and multiple stages of consumer decision-making, including purchase intention, brand selection, confidence, satisfaction, and repurchase intention. The population consists of Generation Z individuals residing in Bandung District who have been exposed to digital advertising, online reviews, and influencer endorsements of Skintific products on TikTok and have made purchases. However, the exact population size is unknown. Therefore, the sample was determined using nonprobability purposive sampling based on specific criteria, including individuals aged 13–28 years (born between 1997 and 2012), residing in Bandung District, active TikTok users, and having purchased Skintific products at least once, resulting in a sample size of 96 respondents calculated using the Lemeshow formula. Data were collected through a closed-ended questionnaire distributed via Google Forms on social media, utilizing a five-point Likert scale, and subsequently analyzed using SPSS version 27.

Table 1. Questionnaire Score Weighting

No	Response	Score
1.	Strongly Agree (SS)	5
2.	Agree (S)	4
3.	Neutral (N)	3
4.	Disagree (TS)	2
5.	Strongly Disagree (STS)	1

IV. Results and Discussion

4.1. Respondent Characteristics

Based on the results of research conducted on 96 generation Z TikTok respondents who live in Bandung District and have purchased Skintific products, the majority are female with a percentage of 90.6% and have an age range of 21-24 years as much as 70.8% and the majority of undergraduate education with a presentation of 52.1% and the majority of occupations are students as much as 52.1%. In addition, the majority of respondents in this study have purchased Skintific products more than 2 times, with 56.3% reporting this.

4.2. Descriptive Analysis

The digital advertising variable, based on respondents' responses, is generally categorized as good. This is evidenced by the average score of 4.24 for the digital advertising variable, with the consumer needs indicator having the highest value, namely 4.45. Furthermore, the online review variable, based on respondents' responses, is generally rated as good. This is evidenced by the average score of 4.22 for the online review variable, with the important information indicator scoring 4.40. Furthermore, the influencer endorsement variable, based on respondents' responses, is generally categorized as good. This is evidenced by the influencer endorsement variable's average score of 4.24, with the number of fans indicator having the highest average value, namely 4.29. Furthermore, the purchasing decision variable, based on respondents' responses, is generally rated as good.

4.3. Validity Test

Of the four variables, X1 has 10 statement items, variable X2 has seven statements, variable X3 has five statements, and variable Y has 12 statements. From each statement item in each variable, both independent and dependent, it turns out that the calculated r is greater than the table r , so the data obtained in the field can be declared valid.

4.4. Reliability Test

It is known that each variable, namely digital advertising, online reviews, and influencer endorsements, has a Cronbach's alpha > 0.70 on purchasing decisions. Thus, the results of the reliability test for all variables are reliable.

4.5. Normality Test

If the Asymp Sig value is greater than 0.05, the data can be considered normally distributed. The standard distribution plot shows that the points consistently follow a diagonal line from the bottom-left to the top-right. Although there is a slight "wave" or shift in the middle, the points still return to the main line. Therefore, it can be concluded that this data meets the assumption of normality.

4.6. Multicollinearity Test

All independent variables have Tolerance values greater than 0.10, and VIF values far below 10. Thus, it can be concluded that the regression model does not exhibit multicollinearity and is suitable for further analysis, as there is no perfect relationship among the independent variables.

4.7. Heteroscedasticity Test

The results show that the data points appear to be randomly distributed above and below the 0 mark on the Y-axis. The image above shows no clear, regular pattern. It can be concluded that the data is not concentrated at a single point but is instead spread fairly evenly. Therefore, the regression model is not heteroscedastic.

4.8. Multiple Linear Regression Analysis

The results of the analysis can be described as multiple linear equations, namely as follows:

$$Y=0.490(X1)+0.435(X2)+0.029(X3)+ e$$

Interpretation: The regression coefficient for variable X1 is 0.490. This indicates that if X1 increases by 1, then Y will increase by 0.490, assuming that other independent variables are considered constant. The regression coefficient for variable X2 is 0.435. This indicates that if X2 increases by 1, then Y will increase by 0.435, assuming the other independent variables are held constant. The regression coefficient for variable X3 is 0.029. This indicates that if X3 increases by 1, then Y will increase by 0.029, assuming the other independent variables are held constant.

4.9. F test

Based on SPSS calculations, the F value was 97.666. The calculated F value was 97.666, which is greater than the F table value of 2.70. From the table above, the sig value is < 0.001, indicating it is less than 0.05. From this, it can be concluded that digital advertising (X1), online reviews (X2), and influencer endorsements (X3) simultaneously influence purchasing decisions.

4.10. Coefficient of Determination Test

The results of the SPSS output obtained an Adjusted R Square value (coefficient of determination) of 0.753, which means that the independent variable (X) can explain the dependent variable (Y) by 75.3 percent (%), the remaining 24.7 percent (%) is explained by other variables not examined in this study.

4.11. T-test

From the calculation results, the calculated t value for digital advertising is 6.171, and with a significance level of <0.001 . With a significance value of 0.05, the t table is 1.661, which means that the calculated t value is greater than the t table, namely $6.171 > 1.661$. The significance value for the digital advertising variable is well below 0.05, indicating that digital advertising has a positive and significant effect on purchasing decisions. Thus, it can be concluded that H_0 is rejected and H_a is accepted, indicating a positive and significant influence of digital advertising (X1) on purchasing decisions (Y).

The online review variable shows a calculated t value of 5.264 and a significance level of <0.001 . With a significance level of 0.05, a t-table value of 1.661 is obtained, which means that the calculated t value is greater than the t-table value: $5.264 > 1.661$. This significance value is also much smaller than 0.05, indicating that online reviews have a positive and significant effect on purchasing decisions. This means that H_0 is rejected and H_a is accepted, so the hypothesis that online reviews (X2) have a positive, significant influence on purchasing decisions (Y) can be accepted. Meanwhile, the influencer endorsement variable yields a calculated t-value of 0.319 and a p-value of 0.750. With a significance value of 0.05, a t table of 1.661 is obtained, which means that the calculated t value is smaller than the t table value, namely $0.319 < 1.661$. This significance value is also much greater than 0.05. This means that H_0 is accepted and H_a is rejected, which concludes that influencer endorsement (X3) does not have a significant influence on purchasing decisions (Y) in this study.

4.12. Discussion

a. The Influence of Digital Advertising (X1) on Purchase Decisions (Y) of TikTok Generation Z on Skintific Products in Bandungan District

Based on the test results, digital advertising has a positive and significant effect on the purchasing decisions of Generation Z TikTok users for Skintific products in Bandungan District, as evidenced by the sig value <0.001 , which is smaller than 0.05. The results of the t-test show that the calculated t-value is greater than the t-value from the t-table, namely $6.171 > 1.661$. Thus, it can be concluded that H_0 is rejected and H_a is accepted, indicating that the hypothesis of a positive, significant influence of digital advertising (X1) on purchasing decisions (Y) is accepted. The regression coefficient for variable X1 is 0.490. This indicates that if X1 increases by 1, then Y will increase by 0.490, assuming the other independent variables are held constant. A positive regression coefficient indicates that as digital advertising increases, purchasing decisions increase. The results of this study align with Rafli & Uday's (2024) research, which found that digital advertising has a positive and significant effect on purchasing decisions. Another study (Irawati et al., 2022) found that digital marketing has a positive and significant impact on purchasing decisions. The results of this study may differ from previous research due to other factors that may have a greater influence on purchasing decisions than the authors examined. The research subjects and objects can also influence the results.

b. The Influence of Online Reviews (X2) on Purchase Decisions (Y) of TikTok Generation Z on Skintific Products in Bandungan District

Based on the test results, online reviews have a positive, significant effect on the purchasing decisions of Generation Z TikTok users regarding Skintific products in Bandungan District. The online review variable shows a calculated t value of 5.264, with a significance level of <0.001 . With a significance value of 0.05, a t table of 1.661 is obtained, which means that the calculated t value is greater than the t table value; $5.264 > 1.661$. This significance value is also much smaller than 0.05, indicating that online reviews have a positive and significant effect on purchasing decisions. This means that H_0 is rejected and H_a is accepted, so the hypothesis

that online reviews (X2) have a positive, significant influence on purchasing decisions (Y) can be accepted. The regression coefficient for variable X2 is 0.435. This shows that if X2 increases by 1, then Y will increase by 0.435, assuming the other independent variables are held constant. A positive regression coefficient indicates that higher online reviews are associated with higher purchasing decisions. This finding aligns with Pratiwi's (2023) research, which found that online reviews influence consumers' purchasing decisions at Sparklelle Shop. This finding also aligns with research showing that online customer reviews positively influence purchasing decisions for Skintific skincare products. The results of this study may differ from previous research due to other factors that may influence purchasing decisions that the authors did not examine. The subject and object of the study may also influence the results.

c. The Influence of Influencer Endorsement (X3) on Purchase Decisions (Y) of TikTok Generation Z on Skintific Products in Bandungan District

Based on the test results, influencer endorsements do not have a positive, significant effect on the purchasing decisions of Generation Z TikTok users for Skintific products in Bandungan District. The results of the partial t-test show a t-value of 0.319 and a p-value of 0.750. With a significance value of 0.05, a t table of 1.661 is obtained, indicating that the calculated t value is smaller than the t table value ($0.319 < 1.661$). This significance value is also much greater than 0.05. This means that H_0 is accepted and H_a is rejected, which concludes that influencer endorsement (X3) does not have a significant influence on purchasing decisions (Y) in this study. The regression coefficient for variable X3 is 0.029. This shows that if X3 increases by 1, then Y will increase by 0.029. The results of this study support research conducted by Purwanto et al., 2022, which stated that influencer endorsements do not significantly influence purchasing decisions. The results of this study may differ from previous research due to other factors that are more influential on purchasing decisions than those the authors examined. For example, research by Manurung & Sisilia, 2024, stated that influencer endorsements have a positive and significant effect on purchasing decisions. This difference may occur because other variables beyond those studied are influencing purchasing decisions.

V. Conclusion

Based on the results of research and data analysis regarding "The Role of Digital Advertising Features, Online Reviews, and Influencer Endorsements in Influencing Generation Z TikTok Purchasing Decisions on Skintific Products in Bandungan District", the conclusion that can be drawn from the results of this study is that based on this study that digital advertising (X1) has a positive and significant influence on purchasing decisions (Y) of Generation Z TikTok on Skintific products in Bandungan District and online reviews (X2) have a positive and significant influence on purchasing decisions (Y) of Generation Z TikTok on Skintific products in Bandungan District. This means that advertisements that suit consumer needs and important information from reviews play an important role in encouraging consumers to take real action, namely purchasing Skintific products when exposed to advertisements and reviews on the TikTok platform. At the same time, influencer endorsements (X3) do not have a positive, significant influence on the purchasing decisions (Y) of Generation Z TikTok users regarding Skintific products in Bandungan District. The highest indicator in this variable is the number of fans. This study shows that influencer endorsements reached only the stage of attracting attention and building brand awareness, but failed to become a primary driver of purchasing decisions. However, this could be due to geographic influences or indicators not examined in this study. Different findings could also occur if moderating variables were used.

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